

GROW YOUR BUSINESS

@ FRESH SUMMIT

2014 PROSPECTIVE EXHIBITOR GUIDE

Connect with current and prospective customers at the largest trade conference and exposition in the Western Hemisphere for the fresh produce and floral industries.

OCTOBER 17-19

Anaheim, California USA

OCTOBER 18-19

Exposition Dates

PREPARE YOUR COMPANY FOR A BRIGHT FUTURE @ FRESH SUMMIT 2014



“Fresh Summit brings together the players of this industry and enables us to meet with individuals and businesses that are important to our South Africa Citrus export business to the U.S. Everyone is in one place and the energy and focus is on how we can work together to be more efficient and successful on behalf of our respective customers.”

Suhanra Conradie, CEO
Western Cape Citrus Producers Forum, South Africa

WHY FRESH SUMMIT?

The business landscape continues to shift in ways that few could expect and faster than anyone could fully anticipate. That's why year after year, more than 20,000 attendees and 1,000+ exhibitors from 60+ countries come together for three days of networking, education and deal making at Fresh Summit. If you want to capitalize on opportunity, particularly in today's profoundly different and global economy, where the rules of the game aren't as clear and change moves at an unpredictable pace, then exhibit at Fresh Summit.

You can't afford to leave anything on the table. Your competition won't. The stakes are high. Fresh Summit gives you the competitive edge you need to dominate the game.

HOW FRESH SUMMIT DELIVERS RETURN ON INVESTMENT

- Establish contacts for profitable new business opportunities
- Gather information to enter new and developing markets
- Identify new and non-traditional partnerships for the future
- Raise your company's profile and stay top of mind with key buyers and industry leaders
- Strengthen relationships with existing customers
- Gain valuable customer insight to drive new product development
- Evaluate the industry landscape and your competition
- Stay on top of ever-changing industry and consumer trends

JOIN YOUR PEERS. HERE'S WHO EXHIBITS.

- Global produce and floral grower-shippers and processors
- Suppliers and manufacturers of packaging, equipment, labeling, transportation, merchandising and technology services
- Marketing, trade and promotional organizations
- Government agencies and ministries of agriculture

“I enhanced my business. The show gave me the opportunity to meet so many potential customers and distributors. I forecast a **100% growth** in sales in the next 12 months.”

Julien Amar, President
BioXTEND Co., Bonita Springs, Florida USA

93% of exhibitors are satisfied or more than satisfied with their return on investment from Fresh Summit

TOTAL NUMBER OF FRESH SUMMIT ATTENDEES: 20,000+

MEET TOP DECISION MAKERS FROM ALL OVER THE WORLD... ALL IN ONE PLACE

PMA's Fresh Summit is the must-exhibit event for you and your company. It draws influential buyers from retailers to wholesalers, foodservice operators and distributors and importer/exporters to one location, offering one of the best opportunities you'll have all year to grow your business and break into new markets. And the buyers participating in Fresh Summit go way beyond these segments. Part of embracing the future requires considering buyers in other segments of the supply chain—new opportunities and new partnerships—to rethink and reshape how business is done.

DELIVERING QUALITY LEADS

- **60%** of global produce retailers were represented at the 2012 Fresh Summit
- **80%** were directly involved with purchasing decisions
- **40%** have the final say in purchasing decisions
- **44%** represent companies with over \$100 million in annual sales
- **35%** of attendees are top management personnel
- **81%** of exhibitors agreed the QUALITY of leads increased or remained steady
- **87%** of exhibitors agreed the QUANTITY of leads increased or remained steady

**Information from the 2012 Fresh Summit Attendee & Exhibitor Survey*

DELIVERING QUALITY BUYERS

14 of the 25 retailers on *Supermarket News'* List of "Top 25 Global Retailers," participate in Fresh Summit:

AEON	Fresh & Easy	Safeway
Ahold	Neighborhood Markets	Sainsbury's
Aldi	Kroger	Supervalu
BILO	Loblaws	Walmart
Costco	Metro Jinjiang	Woolworths (AU)
Delhaize	Cash & Carry Co., Inc.	

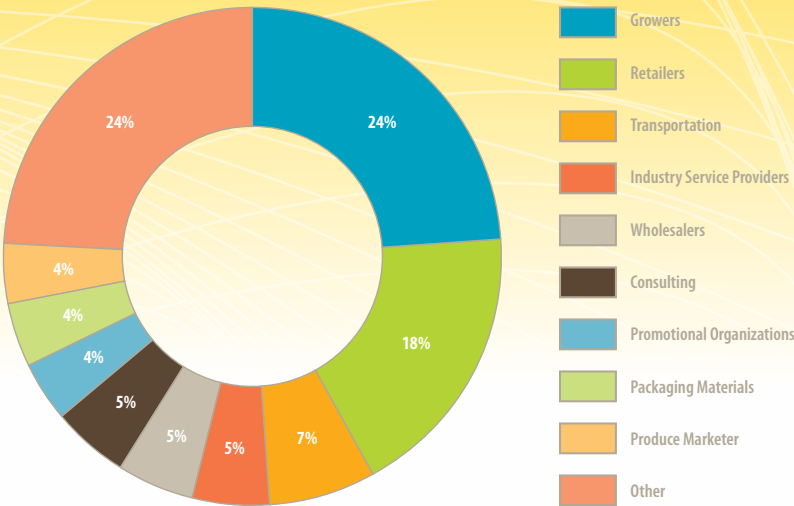
20k attendees from 60+ countries

9.5 hours average time attendees spent on the show floor

"Fresh Summit is a must-attend show if you are serious about the produce industry. Where else can you see all levels of the supply chain in one place?"

Bill Schneider, Director of Marketing
Melissa's, Los Angeles, California USA

TOTAL ATTENDANCE BY BUSINESS TYPE:

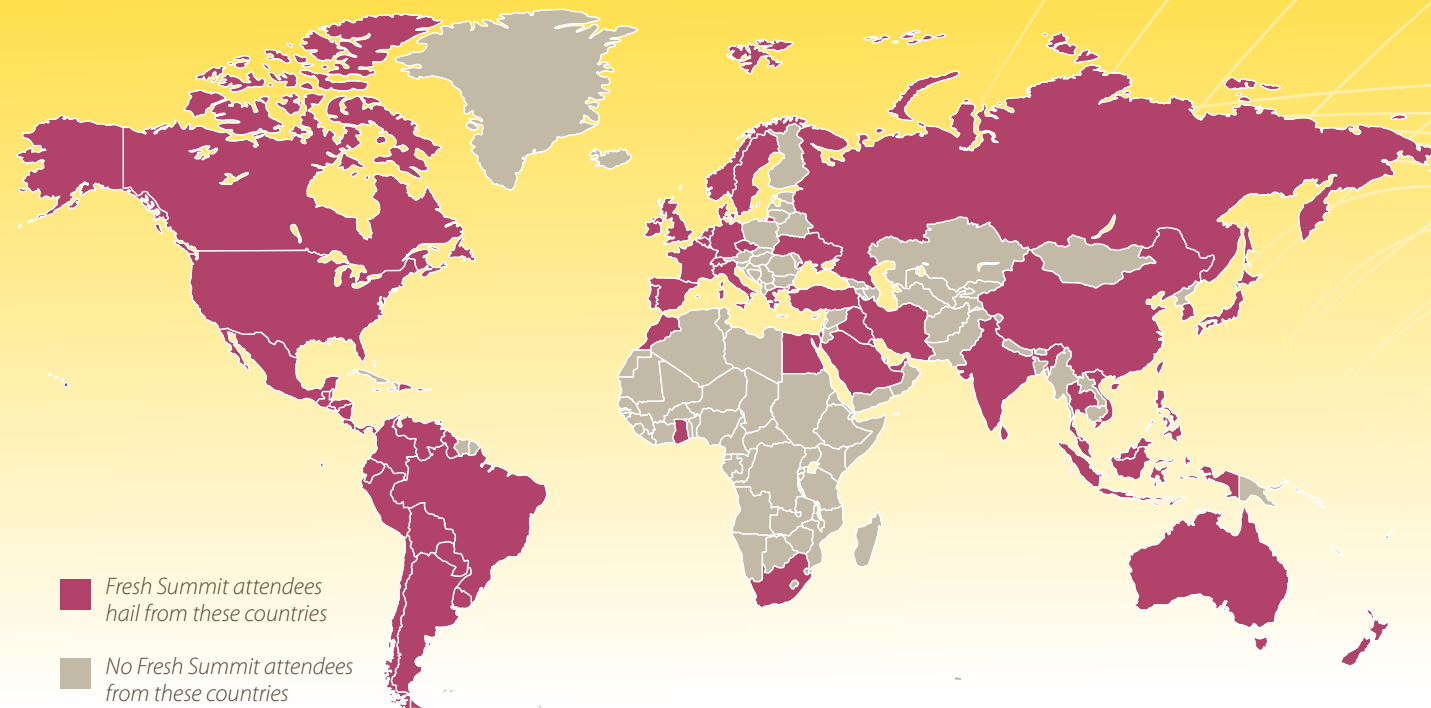


2/3 of attendees represent firms with gross sales over \$10 million

92% of exhibitors rate the quality of buyers at Fresh Summit as good or better



ATTRACTING GLOBAL BUYERS



PMA works extensively with other groups to recruit buyers to Fresh Summit, including those from both developed and emerging markets. Buyer delegations have included those from Australia, Brazil, Dominican Republic, New Zealand, United Arab Emirates, Chile, Colombia, India, South Korea, Taiwan, Canada, China, Costa Rica, Japan, Mexico, Russia, Thailand and the United Kingdom.

“Fresh Summit is the largest and most important fruit and vegetable show in the United States. For both the exhibitors in the Holland Fresh Group pavilion and the Dutch importers of fresh produce to the Netherlands, Fresh Summit is critical for contact with the South American suppliers.”

Ger van Burik, *Exhibition Coordinator*
Holland Fresh Group, Netherlands

COMPETE FOR THE FUTURE AT THE EVENT THAT DELIVERS THE BEST RETURN ON INVESTMENT

YOUR EXHIBIT BOOTH PACKAGE INCLUDES:

- Pipe, drape and an ID sign for all in-line booths.
(Please note: carpet, electricity, furnishings, etc. are not included)
- **Booth Personnel badges** providing access to the show floor before, during and after show hours
- **Trade Show Only passes** providing access to the expo during all show hours and days, and can be used to invite current or prospective customers to the show
- Access to all **Educational Workshops** (with Booth Personnel badge)
- Discounted **General Session** tickets
- Tickets to the **Welcoming Reception** kick-off event
- Listing in the **Fresh Summit Mobile App, Online Exhibitor Directory** and **Printed Exhibitor Directory**
- Year-round access to **Exhibitor Resources** and information available online, through webinars and videos, the **Exhibitor Central Blog** and direct contact with the Expo Team

PMA ENHANCES YOUR EXHIBIT INVESTMENT BY OFFERING THE FOLLOWING FREE SERVICES:

- Free delivery of perishable product from refrigerated storage to your booth each day
- Access to Exhibitor Central—our online site for quick updates on show info, featured buyer and industry expert guest blogger opinions and the latest industry news
- Daily aisle carpet cleaning
- Access to lounges on the show floor or industry meeting rooms in the convention center to use for meetings with colleagues or business associates

For more information, visit freshsummit.com/exhibitor-resources.



SEE & BE SEEN.

MAXIMIZE YOUR VISIBILITY

Every Fresh Summit exhibitor gains critical exposure to existing and potential customers as well as incredible networking opportunities with peers and industry leaders. Here are just a few of the additional promotional opportunities that are available as part of your booth reservation:

Showcase New Products and Services in the Innovation @ Work Area—a destination for the latest innovations in technology, packaging, merchandising and more. Choose from the following to gain exposure for your new product or service:

- **New Products Showcase**—Located in a high traffic area, this series of display cases is accessible to buyers before, during and after expo hours. Exhibitors can showcase innovative products and services geared towards children in the **Just 4 Kids' Section** and their digital innovations—including mobile app, web and software—in the **Digital Innovations Section**
- **Sensory Experience Contest:** Showcase products in unique, produce-centric recipes that are judged by key buyers and local children. The *Buyers' Choice* and *Kids' Choice* winners will be recognized in the **Innovation @ Work** area along with the top 10 finalists

Eligibility for the Best of Show Contest: Recognizes exhibitors who elevate the overall effectiveness of their exhibit, product/service presentation and staff performance. Winners are selected in four categories: In-line booth, Island booth, Best New Product Launch and Best First-time Exhibitor

Listing in Fresh Summit Communication Vehicles:

- **Online Exhibitor Directory**—Accessed by thousands of potential and registered attendees and available year round
- **Exposition Directory**—Available to 20,000+ attendees onsite
- **Mobile Event App**—Accessed by attendees for pre-show planning and onsite navigation

Access to the Fresh Summit Registration list: An electronic real-time attendee list available 24-7

“Fresh Summit is cost-effective, creative and energizing for a small company on a limited budget, as well as for a larger company looking to reach new markets!”

Kellee Harris, *Western Region Business Manager*
The Guimarra Companies, Los Angeles, California USA

FIRST TIME EXHIBITOR PAVILION

As part of PMA's commitment to first time exhibitors, the First Time Exhibitor Pavilion has a centralized presence at the Expo. Exhibitors can showcase their products and services, engage customers and identify new opportunities.



87% of attendees visited the New Products Showcase making it the most valuable marketing tactic in attracting attendees to exhibits

**TO SEE EVEN MORE,
VISIT FRESHSUMMIT.COM**

STAND OUT

WITH SPONSORSHIP & ADVERTISING

If you're looking to raise your company's profile with the most influential people in the produce and floral industry, there's no better way than a Fresh Summit ad or sponsorship. Print, digital and mobile opportunities are available for you to:

- Increase company exposure and visibility
- Reinforce branding messages
- Reach a large audience in a cost-effective way
- Position your company as an industry leader

OTHER VEHICLES TO ELEVATE YOUR VISIBILITY

- **Fresh Magazine:** Advertise in PMA's publication covering hot issues in the industry, PMA people and initiatives, innovative member companies and marketing trends
- **PMA Xchange:** Connect with peers and industry experts throughout the entire global supply chain, 24/7, on PMA Xchange, our online social community
- **PMA Foundation:** Support the PMA Foundation by sponsoring programs and events at Fresh Summit

To discuss tailored packages that support your business initiatives and align with your plans, contact PMA's Business Development Group at +1 (302) 738-7100 or visit freshsummit.com/sponsorship.



“The return that participation in Fresh Summit gives is beyond measurement. **It is a not-to-miss event.**”

Glen Bezanson, *Director of Sales*
Greenhouse Produce Company, LLC
Upland, California USA

“Fresh Summit gives us the opportunity to be in the same place—face to face—with our buyers.”

Marco Albarran, *Operations Director*
Imalinx, Cuernavaca Morelos, C.P., MEXICO

“Participation in Fresh Summit gives us access to people and information that we would not have otherwise.”

Loucy DeAtley, *Administrator*
California Sun Dry Foods, Danville, California USA

THE FRESH SUMMIT WEBSITE: YOUR DEDICATED RESOURCE FOR EVERYTHING...



Visit the Exhibitor section of freshsummit.com to:

- Learn more about the show, the program and the buyers who participate
- Read recent results from the attendee evaluations and the latest blog posts
- Access the booth space application
- Study the real-time 2014 expo floor plan
- Make note of important dates and deadlines
- Review exhibitor rules, regulations and policies
- Stay up-to-date with other important information

“The #1 event on our calendar. Our entire produce merchandising team looks forward to it each year.”

Keith A. Frosceno,
Vice President of Produce Merchandising
Price Chopper Supermarkets, A Golub Corporation,
Schenectady, New York USA

SAVE THE DATE:
OCTOBER 17-19, 2014

ANAHEIM CONVENTION CENTER
ANAHEIM, CALIFORNIA USA

Questions? Contact George Szczepanski, PMA's Exhibit & Sponsorship Manager at:

+1 (302) 738-7100

- or email -

boothsales@pma.com



PMA MEMBERS SAVE ON EXHIBITS...

AND GAIN A YEAR-ROUND RESOURCE FOR INFORMATION AND CONNECTIONS

AS A MEMBER OF PMA, YOUR COMPANY RECEIVES ACCESS TO THESE OTHER VALUABLE BENEFITS:

- **Networking:** PMA membership provides high-quality networking opportunities that can extend your reach and speed the growth of your business
- **Timely updates:** Your PMA membership ensures that you've always on top of what's happening in the industry, so you can leverage the information to make informed business decisions and adjust your business strategy
- **Information, insight and industry perspective:** Membership gives you access to the latest research, real-world solutions to industry issues, expert perspective on industry topics and insights to help your business grow
- **Savings:** PMA members enjoy substantial discounts on event registration and exhibitor fees

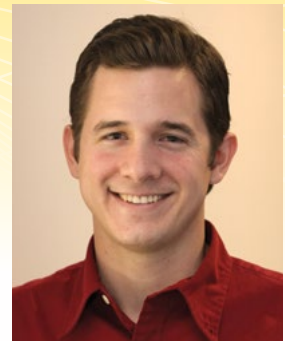
How can we help your business grow?

Contact us today at +1 (302) 738-7100.

Not a member of PMA? Now is a great time to join!

Visit pma.com/membership-center to learn more.

"We have been a member of PMA for 10 years now. I believe there has been a direct relationship between our company's growth and our membership with PMA. As a business in an industry with a global scope, we are able to get information about what is happening all over the world through PMA. We live in a globalized world. We must embrace globalization as a reality and embrace the opportunities that come with it. PMA helps our business connect with companies in countries all over the world."



Pablo Borquez, Jr., *Administrative Manager*
Campos Borquez, Caborca, Sonora MEXICO

30%—the amount you could save on your exhibit space at Fresh Summit 2014 as a PMA member